

**What Is Claimed Is:**

1. A computer-implemented method of efficiently transmitting a result set in response to a data request, the method comprising:
  - 5 at a data server, receiving a data request from a requestor, wherein the data request requests less than all columns of a set of rows of a data table; informing the requestor of the storage format of rows of the data table; and for each row in the set of rows: retrieving all columns of the row, as stored in the storage format;
    - 10 and without disassembling the row into columns, transmitting the row to the requestor.
2. The method of claim 1, further comprising:
  - 15 determining whether the number of columns in said less than all columns is greater than a threshold percentage of all columns in the data table.
3. The method of claim 1, further comprising:
  - 20 determining whether the total data size of said less than all columns is greater than a threshold percentage of the total data size of all columns of the data table.
4. The method of claim 1, further comprising:
  - 25 determining a level of complexity required to post-process the set of rows.
5. The method of claim 4, further comprising:
  - if said level of complexity is greater than the requestor is capable of performing, post-processing the set of rows on the data server.

6. The method of claim 4, further comprising:  
if the requestor is capable of performing the post-processing, post-  
processing the set of rows on the requestor.

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7. The method of claim 4, wherein post-processing the set of rows  
comprises disassembling, into columns, each row in the set of rows.

8. The method of claim 7, wherein said post-processing further  
10 comprises:  
converting a datatype of a column.

9. The method of claim 7, wherein said post-processing further  
comprises:

15 retrieving data related to a column.

10. The method of claim 7, wherein said post-processing further  
comprises:

20 applying a set of processor executable instructions to manipulate a  
column.

11. A computer readable medium storing instructions that, when  
executed by a computer, cause the computer to perform a method of efficiently  
transmitting a result set in response to a data request, the method comprising:

25 at a data server, receiving a data request from a requestor, wherein the data  
request requests less than all columns of a set of rows of a data table;  
informing the requestor of the storage format of rows of the data table; and  
for each row in the set of rows:

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retrieving all columns of the row, as stored in the storage format;  
and  
without disassembling the row into columns, transmitting the row  
to the requestor.

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12. The computer readable medium of claim 11, wherein the method  
further comprises:

determining a level of complexity required to post-process the set of rows;  
and

10 if said level of complexity is greater than the requestor is capable of  
performing, post-processing the set of rows on the data server.

13. The computer readable medium of claim 12, wherein the method  
further comprises:

15 post-processing the set of rows on the requestor.

14. A computer-implemented method of transmitting requested data  
from a data server, the method comprising:

20 receiving a data request from a requestor, said request targeting a subset of  
the fields of a set of records in a data table;

informing the requestor of the storage format of a record of the data table;  
determining whether the subset of fields comprises a threshold percentage  
of all fields in the data table;

25 identifying any post-processing to be performed on the subset of fields;  
for each record in the set of records, retrieving the entire record; and  
transmitting the set of records to the requestor without:

disassembling any record into the fields of the record; or  
performing the identified post-processing.

15. The method of claim 14, wherein the post-processing comprises one or more of:

- 5           converting a datatype of a column;  
          retrieving data related to a column, from a source other than the data table;  
          applying a set of data manipulation instructions to a column; and  
          formatting a column.

10          16. The method of claim 14, further comprising:  
          performing the post-processing on the requestor.

17. A computer readable storage medium storing instructions that, when executed by a computer, cause the computer to perform a method of transmitting requested data from a data server, the method comprising:  
15          receiving a data request from a requestor, said request targeting a subset of the fields of a set of records in a data table;  
          informing the requestor of the storage format of a record of the data table;  
          determining whether the subset of fields comprises a threshold percentage of all fields in the data table;  
20          identifying any post-processing to be performed on the subset of fields;  
          for each record in the set of records, retrieving the entire record; and  
          transmitting the set of records to the requestor without:  
            disassembling any record into the fields of the record; or  
            performing the identified post-processing.

25          18. An apparatus for efficiently transmitting a result set of a data request, comprising:  
          a storage device configured to store multiple data records, wherein each

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data record comprises a set of fields stored contiguously on the storage device;  
and

a first interface configured to:

receive a request, from a requestor, for a set of said data records;  
5 inform the requestor of a storage format of said data records;  
retrieve one or more records from the storage device; and  
without disassembling said records into said fields, transmit the  
one or more records to the requestor.

10 19. The apparatus of claim 18, further comprising a client computing device, said client computing device comprising:

a second interface configured to:

initiate the request;  
receive the one or more records from said first interface;  
15 disassemble the one or more records into said fields; and  
post-process said fields.

20. The apparatus of claim 19, wherein post-processing a field comprises changing a datatype of a field.

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21. The apparatus of claim 19, wherein post-processing a field comprises retrieving a data item related to a field.

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22. The apparatus of claim 19, wherein post-processing a field comprises formatting the contents of a field.

23. The apparatus of claim 19, wherein said second interface is further configured to reorder said fields.

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24. The apparatus of claim 19, wherein said second interface comprises a field processor.

5        25. The apparatus of claim 18, further comprising:  
a field processor configured to:  
    disassemble said records into said fields; and  
    post-process said fields.

10        26. The apparatus of claim 25, wherein said field processor is further configured to reorder said fields.